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“How to Create a Survey”

1. Find out what you really want to research.
2. Decide who the survey will target and how to reach them.
3. What is needed to make the audience understand the questions?
4. Decide how to organize the questions in a way that will make sense to the participants.
5. Start with “screening” questions to ensure the correct people are participating in the survey.
6. Always avoid bias.
7. Do not make questions suggestive.
8. Use close-ended questions for measurable data.
9. Use open-ended questions for opinionated answers.
10. Make sure the questions are clear and precise.
11. All predefined answers should be appropriate for the questions.
12. Include enough room for participants to add extra thoughts or information to their answers.
13. Keep questions short and easy to read.
14. Keep all questions on one page.
15. Keep the survey relatively short to reduce confusion and get the most accurate results.
16. Use an even number scale when asking to rate an option.
17. Don’t generalize, be specific.
18. Don’t ask more than 50 questions.

Sources-

<http://docs.limesurvey.org/How+to+design+a+good+survey+(guide)>

<http://www.mathsisfun.com/data/survey-conducting.html>

<http://www.qualtrics.com/blog/create-online-survey/>